



Cocktail Investing: Distilling Everyday Noise into Clear Investment Signals for Better Returns

By Christopher J. Versace, Lenore Elle Hawkins

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The automatic filter against bad, irrelevant, outdated investing information

Cocktail Investing takes a look at investing in a different, catalyst-driven light to form a more cohesive, globally relevant investing lens. With a focus on the intersection of economics, demographics, psychographics, technology, policy, and more, this book helps readers build a more profitable portfolio based on what they see everyday rather than following the herd on Wall Street. Industry experts expose the actionable, observable, and recognizable trends that surround us daily, and show readers how to recognize these trends for themselves and translate them into wiser investing decisions without getting sidetracked by media clutter and bad advice.

Given today's ever-increasing deluge of information, the average investor faces the challenge of sorting through the babble to decipher what it means, and learn how, where, and why they should be investing given the current economic environment and the uncertain future. This book provides an 'off' switch, helping readers apply an automatic mental filter to the incoming cacophony, to filter out only what they can use for smarter money moves.

- Read the economy like a professional investor
- Filter out useless and misleading data
- Recognize 'go' signals, and identify the beneficiaries
- Identify cyclical and structural changes that have reshaped business models

The economic climate has changed drastically, and traditional practices are no longer getting results. Modern investing requires a whole new approach, and *Cocktail Investing* is the clear, insightful guide for putting it into action.



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Editorial Review

From the Inside Flap

INVESTING CAN BE INTOXICATING—IF DONE RIGHT.

Insiders know that the investing world looks nothing like what it did just a few decades ago, yet many investors, including professionals, are still using the same strategies. On top of that, the individual investor planning for his or her family's financial security is up against tremendous challenges. An overabundance of information and misinformation, all-too-frequent sensationalized headlines, and markets that can change direction simply based on the comments of a politician or bureaucrat merely drunk on power, can make all investment decisions even harder. *Cocktail Investing* shows you how to make top shelf investments by finding the intersection of changing economics, demographics, psychographics, technology, and public policy to create investible opportunities, such as:

- Tectonic shifts in populations, income levels, and age distributions across the globe that are fermenting new opportunities
- A looming retirement crisis due to increasing life expectancy and an aging population where too many have saved too little
- A rapidly growing middle class in emerging markets and a shrinking middle class in developing economies
- The rising standards of living across the globe, leading to unprecedented demand for already limited and in some cases scarce resources
- Rapidly evolving technologies affecting everything about how, where, and when we work, play, and interact with each other
- Cyber attacks, hacks, and identity theft spurred on by the increasingly digital and connected lifestyle
- Physical currencies that are increasingly being replaced by digital and mobile payments, and even cryptocurrencies, threatening the privacy of cash, and introducing enormous new opportunities for theft
- Large companies in industries that barely existed more than a decade ago that are in the process of disrupting the way we do almost everything in our day-to-day lives

Cocktail Investing shows you that investing can be simple and refreshing. This conversational guide encourages you to break away from the herd mentality on Wall Street and invest in the actionable, observable, and recognizable thematic trends you see every day, while avoiding those often headline-grabbing companies that underneath the hype are facing potentially insurmountable headwinds.

You will learn to:

- Read through the headlines and know where to look to see where economics, demographics, psychographics, technologies, and public policies are creating clear "investible signals"
- Know when, where, and how to use those signals in your portfolio
- Monitor and grow your portfolio, keeping up with the latest information and trends for a lifetime of successful investing

From the Back Cover

HEAR BEYOND THE NOISE AND BECOME YOUR OWN FINANCIAL EXPERT

Cocktail Investing provides a much-needed toolkit for individual investors who want to break away from the herd thinking that has trapped all too many investors. How can you hope to outperform if you're simply looking at the markets, companies, and stocks the same way as everyone else? In today's rapidly changing world, investing is not a "pick it and forget it" activity, but rather a convergence of ever-evolving real-world forces. This practical guide demonstrates why being able to see the direction of these thematic influences is essential to managing your investment portfolio. With reliable techniques for identifying the thematic tailwinds and companies set to capitalize on them, as well as advice for knowing when the party's over, this easy-to-use tool enables you to:

- Read the economy like a professional investor
- Filter out useless and misleading data to quickly zero in on what matters most
- Identify cyclical and structural changes that have reshaped business models
- Recognize investing signals and pick those companies or sectors best positioned to benefit from a thematic tailwind while avoiding those facing headwinds

About the Author

CHRISTOPHER J. VERSACE, widely known as The Thematic Investor, is a founding partner of Tematica Research and editor of the *Tematica Investing* and *Tematica Trading* publications. He is also the co-manager of the Growth Seeker portfolio with Lenore Hawkins and fundamental detective for Trifecta Stocks, both at TheStreet. He is also a contributor to TheStreet and Forbes.com, and regularly shares his investing and thematic insights on national radio and television programs.

LENORE ELLE HAWKINS is a founding partner at Meritas Advisors, where she's the firm's chief investment strategist, and focuses on macroeconomic influences. She is co-portfolio manager of the Growth Seeker portfolio with Christopher Versace at TheStreet. She shares her unique insights as a frequent guest on a variety of national and international radio and television shows as well as at investing and economic conferences throughout the world.

Users Review

From reader reviews:

Mark McCarver:

Why don't make it to be your habit? Right now, try to ready your time to do the important work, like looking for your favorite reserve and reading a book. Beside you can solve your long lasting problem; you can add your knowledge by the guide entitled *Cocktail Investing: Distilling Everyday Noise into Clear Investment Signals for Better Returns*. Try to make book *Cocktail Investing: Distilling Everyday Noise into Clear Investment Signals for Better Returns* as your good friend. It means that it can to get your friend when you sense alone and beside those of course make you smarter than before. Yeah, it is very fortuned for yourself. The book makes you considerably more confidence because you can know almost everything by the book. So , we should make new experience as well as knowledge with this book.

Jason Villalobos:

This *Cocktail Investing: Distilling Everyday Noise into Clear Investment Signals for Better Returns* book is not ordinary book, you have after that it the world is in your hands. The benefit you have by reading this

book is information inside this guide incredible fresh, you will get data which is getting deeper you read a lot of information you will get. This Cocktail Investing: Distilling Everyday Noise into Clear Investment Signals for Better Returns without we recognize teach the one who reading through it become critical in pondering and analyzing. Don't end up being worry Cocktail Investing: Distilling Everyday Noise into Clear Investment Signals for Better Returns can bring whenever you are and not make your carrier space or bookshelves' turn into full because you can have it in your lovely laptop even cellphone. This Cocktail Investing: Distilling Everyday Noise into Clear Investment Signals for Better Returns having excellent arrangement in word and layout, so you will not really feel uninterested in reading.

Marni Johnson:

A lot of people always spent their own free time to vacation as well as go to the outside with them family or their friend. Do you know? Many a lot of people spent many people free time just watching TV, or perhaps playing video games all day long. In order to try to find a new activity here is look different you can read a new book. It is really fun for you personally. If you enjoy the book which you read you can spent the entire day to reading a reserve. The book Cocktail Investing: Distilling Everyday Noise into Clear Investment Signals for Better Returns it is rather good to read. There are a lot of people that recommended this book. They were enjoying reading this book. In case you did not have enough space bringing this book you can buy typically the e-book. You can more easily to read this book out of your smart phone. The price is not to cover but this book offers high quality.

Donald Barber:

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